**Business Protection Shareholder Protection**

**Why should protecting your business be important?**

Dear ${subscriber.field('name.firstName')!'Customer'}

<Insert Broker own intro>

Your business’ most valuable assets are its people. No doubt you have witnessed the pivotal role you play over the last few weeks. You have worked hard to build your business and have fought hard to get it to where it is today.

What is your plan to ensure your business continues to survive and thrive if the unthinkable happens and either you or your business partner pass away suddenly?

Without planning, your business could face being sold to a competitor, be the subject of a dispute, or face large borrowings in the event of the death of one of its owners.

Arranging life insurance can make sure that the funds are there, when needed, to ensure the protection of your family and the survival of your business.

<Insert Broker own Call To Action>

**Or suggested**: I will give you a call over the next couple of days to arrange a video meeting so that we can make sure your business is fully protected into the future.

Yours sincerely

Joe Broker